

RAY LEWIS  
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CANADIAN MOVING PICTURE

# Digest

FORTIETH YEAR OF

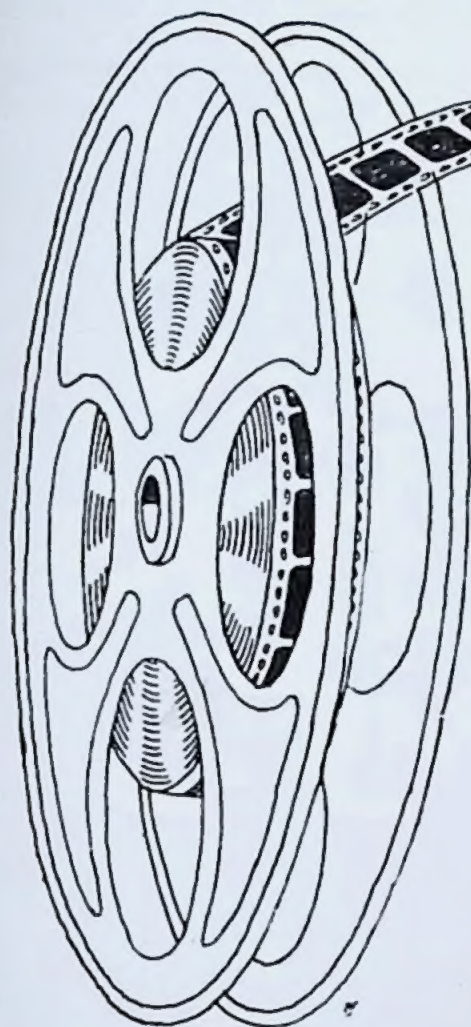
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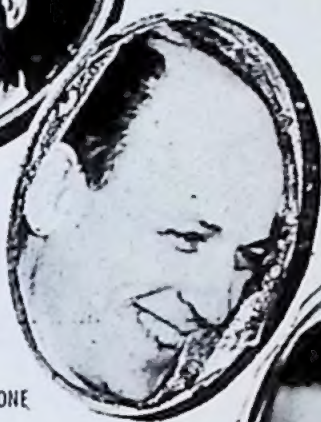
VOL. 46, NO. 27

TORONTO, ONTARIO, CANADA

JULY 3, 1954



Darryl Zanuck



ARTHUR SILVERSTONE



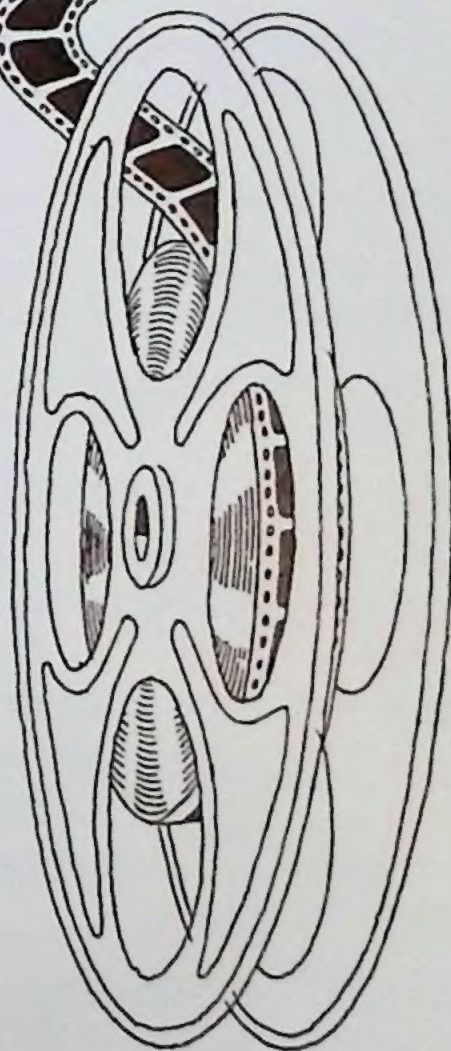
PETER MYERS

## 3 coins in the fountain

20th-Fox's  
**"THE  
ADVANCING  
TECHNIQUES  
OF CINEMASCOPE"**



TORONTO	•	UNIVERSITY	•	JULY 13
MONTREAL	•	PALACE	•	JULY 15
SAINT JOHN	•	PARAMOUNT	•	JULY 20
WINNIPEG	•	CAPITOL	•	JULY 23
CALGARY	•	CAPITOL	•	JULY 27
VANCOUVER	•	CAPITOL	•	JULY 29



Annual Canadian Picture Pioneer Golf Tournament, Thursday,  
August 12, St. Andrew's Golf Club. Co-ordinator, Dan Krendel.





"NORTH TO EAST TO WEST TO SOUTH!  
LISTEN TO THAT WORD-OF-MOUTH!  
**'SEVEN BRIDES  
FOR SEVEN BROTHERS'**  
MUSICAL THAT TOPS ALL OTHERS!"

## OH BROTHER! WHAT REVIEWS!

Read them! Keep them for your advance lobby!

"Excellent! M-G-M, always noted for its lavish sweep. Outstanding musical, rich in imagination and entertainment premiums to show CinemaScope to its fullest advantages. A boxoffice bull's-eye."  
—MOTION PICTURE HERALD

"Delightful entertainment. It stands apart!"  
—FILM DAILY

"Happy, entertaining musical with all the slickness of a Broadway show. A delightful package that word-of-mouth could talk into solid business at the boxoffice."  
—VARIETY

"Lavish musical treat! Outstanding entertainment!" —MOTION PICTURE DAILY

"Top musical bound to slide into top place among the season's money-makers. It will bring raves and enthusiastic word-of-mouth." —SHOWMEN'S TRADE REVIEW

"Melody, mirth and magnitude head the long list of assets of this delightfully different filmusical."  
—BOXOFFICE

"An M-G-M honey which will sweep the boards at the boxoffice. This socko film is proof indeed that M-G-M figures to stay right on top when it comes to big money-making film musicals. Nominated for Laurel Award."  
—MOTION PICTURE EXHIBITOR

"A smash musical show. Three sequences in a row bring forth house-rocking applause. If you see this picture once, you're bound to want to see it again."  
—HOLLYWOOD REPORTER

"On merit alone, it rates sturdy returns and can be sold almost without qualifications."  
—DAILY VARIETY

"Hearty, happy, bountiful chunk of pure entertainment. Will have audiences permeated with good feeling. Sends them out with a smile." —FILM BULLETIN

"Ticket sales should be gloriously high at all situations, for this feature literally abounds in entertainment value."  
—INDEPENDENT FILM JOURNAL

*Watch for widely promoted M-G-M Records Album of tunes from the Sound Track. Variety calls it "a trailer for the picture 2 months ahead!"*

**BOOKED  
AT THE  
MUSIC HALL!**



M-G-M presents in  
CinemaScope

### "SEVEN BRIDES FOR SEVEN BROTHERS"

Starring

**JANE POWELL      HOWARD KEEL**

with

**JEFF RICHARDS  
RUSS TAMBLYN  
TOMMY RALL**

Screen Play by

**ALBERT HACKETT & FRANCES GOORICH  
and DOROTHY KINGSLEY**

Based On the Story "The Sobbin' Women" by  
Stephen Vincent Benet

Lyrics by JOHNNY MERCER

Music by GENE de PAUL

Choreography by MICHAEL KIDD

Color by ANSCO

Directed by **STANLEY DONEN**

Produced by **JACK CUMMINGS**



# Ray Presents



**M**ORE than 2300 exhibitors and executives of the New York area attended an hour-long demonstration of "The Advancing Techniques of CinemaScope" at the Roxy Theatre, New York City, last Tuesday. Al Lichtman, 20th-Fox director of distribution, was host at the New York showing. On the same day, the demonstration reel was shown to a West Coast audience at the Boulevard Theatre, Los Angeles.

*The special demonstration subject pointing-up major technical and production advances effected in CinemaScope and Stereophonic Sound is being shown in all exchange cities in the U.S. and Canada during the next few weeks for invited audiences of exhibitors and the press. First Canadian demonstration is set for July 13, at the University Theatre, Toronto. Reports from New York and Hollywood indicate an enthusiastic acceptance of the improved CinemaScope and Stereophonic Sound processes.*

**T**HE new Bausch & Lomb taking lens with their anamorphic attachments are said to assure greater clarity of screen image; better depth of field; flatness of field, permitting improved relative definition at the edges; improved corrections of optical aberrations, particularly lateral distortion; improved mounting, allowing simultaneous adjustment of objective lens and anamorphic components, and an extended range of focal lengths. Reduced to layman's language, this means elimination of fuzzy backgrounds in both long and short focus shots, and elimination of distortions of the side portions of the projected image.

*Footage from six new 20th-Fox CinemaScope productions is included in the demonstration reel. These six include Darryl F. Zanuck's production of "The Egyptian", color by De Luxe, starring Edmund Purdom, Jean Simmons, Victor Mature, Gene Tierney and Bella Darvi; "Broken Lance", color by De Luxe, starring Spencer Tracy, Robert Wagner, Jean Peters and Richard Widmark; "A Woman's World", color by De Luxe, starring Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl and Cornell Wilde; "Untamed", color by De Luxe, starring Susan Hayward; Irving Berlin's "There's No Business Like Show Business", color by De Luxe, starring Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Mitzi Gaynor and Johnny Ray; "Garden of Evil", color by Technicolor, starring Gary Cooper, Susan Hayward and Richard Widmark.*

**T**HIS is an impressive lineup of pictures, in any medium, and according to all reports, in the improved CinemaScope, they are better than ever. Mr. Darryl Zanuck, who handles the narration throughout the demonstration reel, concludes his narration as follows: "We at 20th Century-Fox will continue to fight for the best in entertainment. We refuse to settle for something secondary, or something somebody claims is almost as good as CinemaScope. We believe the theatregoers of the world, if they are to continue to patronize American motion pictures, are entitled to the best.

"This great industry was not built by timid men, or by those who were willing to compromise on half measures. This then is the story of 20th Century-Fox. The story of the company that took the greatest gamble in theatrical history at a time when the motion picture was at its lowest ebb. This is the story of the company that created for theatregoers throughout the world, the new-look in motion pictures.

*"However, no matter how you look at it, it has all*

*the ingredients of a success story. A dark uncertain beginning—A struggle for existence against unfair odds—A triumphant climax—A happy ending—And what is more important—A very bright future."*

*The Digest anxiously awaits the first Canadian exhibition of the demonstration reel, and the opportunity to report to the Trade in Canada, the reaction of those who see the improved CinemaScope in action.*

**R**ECEIVED in the mail this week was a beautiful colored brochure put out by the Builders Supply Corporation of Phoenix, Arizona. The booklet is full of pictures of the Valley of the Sun, and some of the beautiful homes that have been built there in recent years. No, my son Jay, had nothing to do with the sending of this brochure, for accompanying it was a note which read, "Dear Ray: Thought this might be of interest to you. Best regards, Tony Ranicar."

*Tony, for several years, advertising and exploitation manager for Warner Bros. in Canada, has moved to Phoenix, for his wife's health, and has joined the staff of the Builders Supply Corp. in Phoenix, in the Sales Promotion Dept. Thank you, Tony, for the brochure, and the best of luck to you in your new field.*

**A**S YOU probably are aware, Famous Players Canadian Corporation held their annual picnic at St. Andrew's Golf Club in Toronto, last Thursday. A record crowd turned out for the event, which was held under bright, blue skies. A golf tournament and field games preceded the dinner and evening festivities. I was sorry to have to miss this year's Famous Players picnic, as I always have such a good time at this annual event. I hope that next year I will be able to be 'among those present'.

*From my old friend Bill Trudell, District Manager for Famous Players' District "C", comes a note advising how their "Lucky 7 Publicity Contest" is coming along. At the end of the first 4 weeks, Harry Wilson, Capitol Chatham, is in first place with 13,650 points; Bill Burke, Capitol, Brantford, is second with 10,650 points; third is Les Preston, Capitol, St. Thomas, with 7,750. Harry Wilson receives a \$15 cheque for leading in the first stages of the contest, and is on his way to the first prize of \$100. Don't forget, fellows, if you win this contest, there is a good chance you can add more prize money to your coffers, when your contest book is handed in to the Digest Showmanship Contest for additional judging.*

**M**Y old friend, David O. Selznick is very much in the news this week, with the report that his new production of Tolstoy's "War and Peace" may be filmed in Cinerama. Variety reports that David Selznick has been leaning towards the new Todd-AO process or Paramount's VistaVision, but that Stanley Warner, holder of the exhibition and production rights to Cinerama is in there pitching, as the Cinerama people feel that the Tolstoy classic would be ideally suited for their wide-screen medium.

*Whatever system David Selznick finally decides upon, it is good news enough that he is back in production after too many years absence. He is also busy producing a two-hour TV show for the electrical industries of America, and is readying "Duel in the Sun" and several other pictures for re-release.*

**U**NITED ARTISTS exchanges last week were veritable mad-houses with phones constantly ringing, telegrams and special delivery letters pouring in from exhibitors wanting to book the Marciano-Charles Fight Pictures. Charles S. Chaplin, Canadian General Manager for United Artists reports that exhibitor interest in the fight pictures is the great-

*(Continued on Page 16)*



Shirley Booth

# TOPS

her Academy Award triumph, "Come Back, Little Sheba"



*The winner of the "Oscar," the New York Film Critics Award and scores of other tributes, is the most honored actress of our time. Her new, eagerly awaited smash hit is*

## Coming Soon:

**SHIRLEY BOOTH  
ROBERT RYAN**

in  
**HAL WALLIS'**  
production

**"ABOUT MRS. LESLIE"**

Co-starring

**MARJIE MILLAR • ALEX NICOL**

Directed by **DANIEL MANN**

Screenplay by **KETTI FRINGS** and **HAL KANTER**

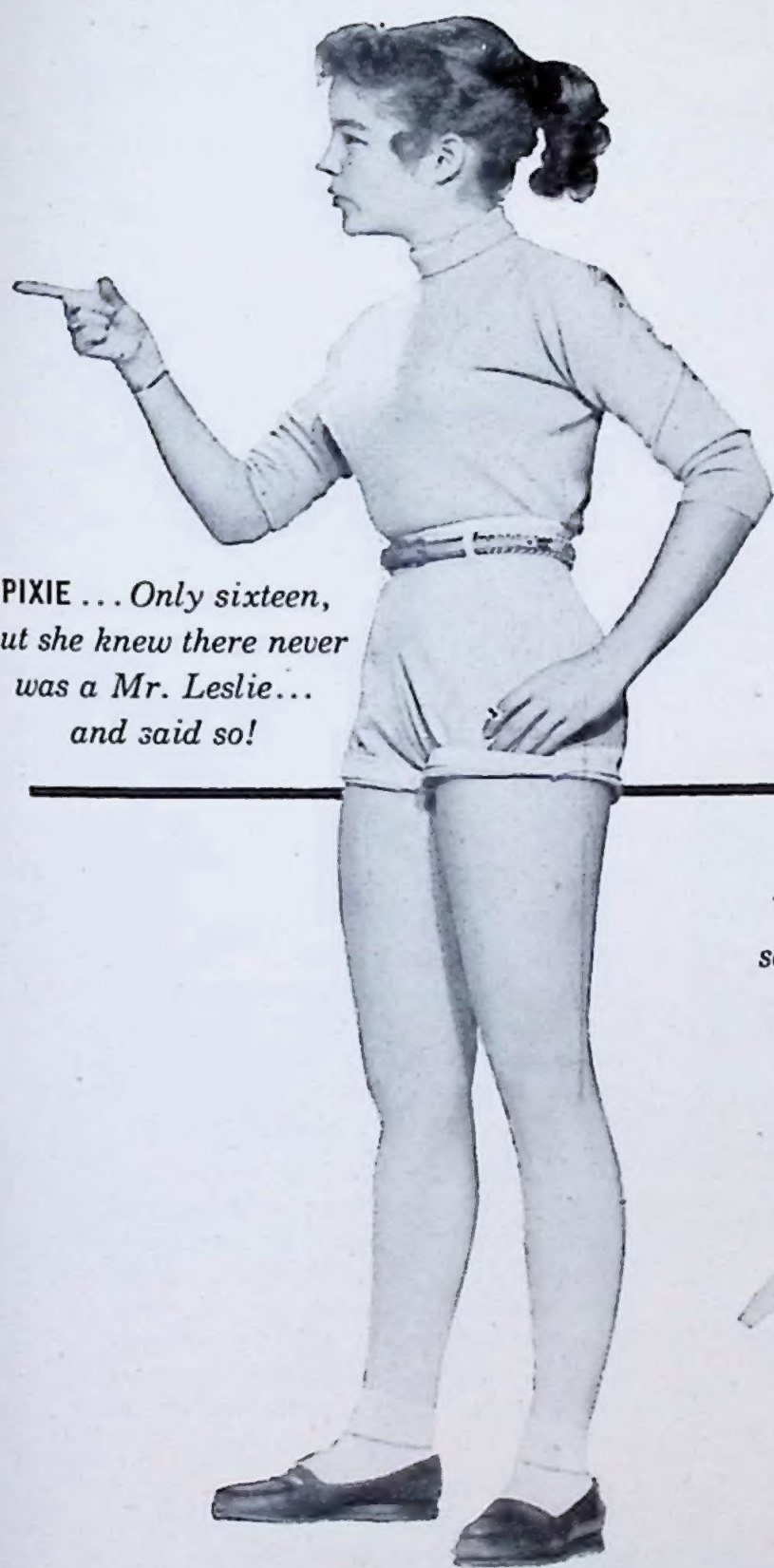
From the novel by **VINA DELMAR**

A **PARAMOUNT PICTURE**





And Paramount backs up  
Shirley Booth's ticket-selling  
name with a 90-million-reader  
ad campaign . . . . . in



PIXIE . . . Only sixteen,  
but she knew there never  
was a Mr. Leslie...  
and said so!

MR. LESLIE . . . He gave  
her only half his name...and six  
weeks of ecstasy!



THE LOVERS... Mrs. Leslie's  
secret saved them...from their  
own shame!



Broadway salutes Shirley Booth at the

LIFE  
WOMAN'S HOME  
COMPANION

REDBOOK  
TRUE STORY

WOMAN'S DAY  
SATURDAY REVIEW

SEVENTEEN  
MODERN SCREEN

SCREEN STORIES  
SCREENLAND

SILVER SCREEN  
PHOTOPLAY

MOVIELAND  
MOTION PICTURE

MOVIE LIFE  
MOVIE STARS PARADE





# Toronto and District

By BILL PRESS

A Canadian government trade report on the film-production industry in this country shows that 32 privately-owned companies and nine federal and provincial agencies operated in 1953.

Only two feature-length pictures were made while 55 theatrical short subjects were produced, 14 less than in 1952, it was stated. The number of television films rose from 111 to 196 while theatre trailers jumped from 893 to 1,172.

The output of non-theatrical subjects of five minutes or longer, included those for TV, rose from 308 in 1952 to 481.

Production revenue rose 20 percent last year to \$1,592,779 but that for printing dropped three percent to \$1,230,493. Total gross of commercial companies was \$2,823,272, for an eight percent increase over 1952.

*The latest drive-in to be opened in Eastern Ontario, the location being Arnprior, has been called the Sky-Hi, it has been announced by George Jordan who is also manager of the O'Brien Theatre in Arnprior.*

With all the current interest in the installation of many new members in the 25 Year Club of Famous Players Canadian Corp., the veterans are looking ahead to 1955 when the "Big Three" at the Toronto headoffice will be qualifying for the honors.

The trio are President J. J. Fitzgibbons, Vice-President R. W. Bolstad and Eastern Division Manager Morris Stein who joined the company in 1930, according to the records.

*In preparation for the engagement of "Pinocchio" as a re-issue at the Century Theatre, managed by Mel Jolley, an advance stir-up visit was made to Hamilton by Al Margolian, publicist of RKO-Radio Pictures, and Nick George, from the Walt Disney organization.*

The fifth anniversary of the start of the joint Foto-Nite feature of 18 theatres in the Toronto district of Allied Exhibitors with a record accumulated offer of \$5,800. Announcement was made that the group had paid out \$33,000 in awards to date.

In Ottawa, seven independent theatres have a similar plan with a recent offer of \$2,700 for a photograph.

*Mrs. James R. Nairn was one of the active officials for the Golden Jubilee celebration of the Canadian Women's Press Club at Toronto last week which was attended by leading press women of Great Britain and the United States.*

"Dial M for Murder" had a sneak preview at the Village Theatre. The picture will open soon at Shea's with a stunt in co-operation with Station CHUM, Toronto, arranged by Irving Herman of Warner Bros. and Len Bishop. Before

and during the run, three names are picked for phone calls each evening and \$25 prizes are offered those who answer by giving the title of the picture.

*The Towne and International Cinema added a special attraction, "Welcome the Queen," showing highlights of the recent Royal Tour, to their holdover engagements, while the Toronto Odeon added first local run of the Marciano-Charles heavy-weight fight film to the current feature June 22.*

The report for the 10th week in the Odeon managers' contest across Canada showed Don Gauld of the Odeon, Fort William, out in front in the showmanship division with a margin of 12 points over Ralph Connor of the Odeon of Trail, B.C. In the eighth week Gauld was leading by only one point.

Next in order were the Hastings, Vancouver; Odeon, Ladysmith; Rex, St. Jerome, Que.; Broadway, Saskatoon; Champlain, Montreal; Capitol, Hamilton; Mercier, Montreal; Capitol, Niagara Falls, and the Cremazie, Montreal.

The winner of the top showman award for the 10th week was Manager Ron Gaboury, Villeray, Montreal.

N F B



This month  
**EYE WITNESS**  
reports on

**Last Voyage Of  
The Minto**

HISTORIC BC STERN-WHEELER

&

**How Mink Coats  
Are Made**

(ask for Eye Witness 63)

**BOOK THIS ALL-CANADIAN  
NATIONAL FILM BOARD  
SERIES**

**EVERY MONTH THROUGH  
COLUMBIA PICTURES**

## THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

RAY LEWIS

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MAX CHIC

Associate Editor

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BILL PRESS ..... Toronto, Ont.

HELEN CROWLEY ..... Saint John, N.B.

## Maritime News

HELEN CROWLEY

Thursday of this week marks the 350th Anniversary of the discovery and naming of the Saint John River and all this week Saint John and other New Brunswick communities are commemorating the event. The theatres and merchants are expecting a large influx of visitors and increased patronage during this special week of celebrations.

*Mr. Mitchell Franklin has returned from a trip to St. Johns, Newfoundland where he appeared before the C.B.C. Board representing the Franklin-Herschorn Circuit in its application for the Television franchise in Moncton. This has since been awarded to the present Radio Station operators in Moncton.*

Mr. R. S. Roddick, Maritime Supervisor for Famous Players made his farewell trip around the territory last week in company with Mr. Jim McDonough who will succeed him. Mr. McDonough was formerly located in Hamilton, Ontario with Famous Players.

*Mr. and Mrs. Roddick are leaving almost immediately to take up residence in Ontario. Their many friends in the Maritimes will extend best wishes to them with the hope that Mr. Roddick will soon be restored to good health and will wish him many happy years in retirement.*

The 'Vogue' theatre, Halifax, N.S. (Franklin-Herschorn Circuit) was broken into several weeks ago when the safe in the theatre was removed. Last week the Cashier was held up by a burglar—and, while she screamed for help—the thief grabbed the money and made a getaway.

*The Franklin-Herschorn Circuit has installed modern play-grounds in its three Drive-in theatres at Halifax, Sydney and Saint John. Its 'Sackville' drive-in theatre at Halifax, N.S. can now boast the largest Screen in Canada as it projects an 80 foot picture.*



*20<sup>th</sup> Century-Fox*  
*proudly invites*

**The Exhibitors of The World  
to Witness**

*A Demonstration of*

**THE ADVANCING  
TECHNIQUES**

**of**

**CINEMASCOPE**



*please turn...*



# Be sure THE ADVANCING TECHN



Demonstrations of **THE ADVANCING TECHNIQUES OF CINEMASCOPE** will be held in the principal cities of the world, so that the industry may see the result of our company's determination, as the pioneer of CinemaScope, to constantly improve this great medium so that it shall remain the undisputed leader in motion picture entertainment.

You will see, for the first time, the thrilling new range and flexibility and depth of field made possible by the newly-perfected designs of CinemaScope camera lenses.

You will see and hear a special subject devoted to "The Miracle of Stereophonic Sound," a graphic illustration of the operation of the 4-track, high-fidelity magnetic stereophonic sound system, providing a side-by-side comparison against ordinary 1-track optical sound.

You will see scenes from a number of forthcoming 20th Century-Fox CinemaScope productions which have been filmed with the new lenses, making evident the tremendous improvement achieved in the presentation of this great medium.

*For the demonstration*

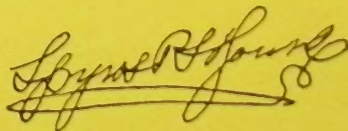


# to see TECHNIQUES OF CINEMASCOPE

*We are believers in theatre entertainment. We are convinced that neither television nor any other entertainment medium can equal motion pictures in theatres for diversity of theme, dramatic range and exciting production values, for viewing comfort and pure enjoyment.*

*We are dedicated to the single goal of bringing more and more people back into the theatres. To this end, we will forever continue to devote every resource at our command to create new and higher standards of motion picture production than our industry has ever known.*

Be sure to see **THE ADVANCING TECHNIQUES OF CINEMASCOPE**. You need no other invitation than your own desire to give your patrons the finest entertainment in the history of our industry and your boxoffice its most prosperous era.



President, 20th Century-Fox

*in your exchange center, see next page...*



*see*

**THE ADVANCING TECHNIQUES  
OF  
CINEMASCOPE**

*in your  
20th Century-Fox Exchange Center*

CITY	THEATRE	DATE
TORONTO	UNIVERSITY	JULY 13, 10 A.M.
MONTREAL	PALACE	JULY 15, 10 A.M.
SAINT JOHN	PARAMOUNT	JULY 20, 10 A.M.
WINNIPEG	CAPITOL	JULY 23, 10 A.M.
CALGARY	CAPITOL	JULY 27, 10 A.M.
VANCOUVER	CAPITOL	JULY 29, 10 A.M.

*be sure*  *to attend!*



## JARO's Answer For Summer Doldrums

Throughout Canada, J. Arthur Rank Film Distributors Limited have been receiving messages of congratulations from exhibitors who have played "The Kidnappers." These theatre owners have told JARO that this film is one of the bright sparks on the exhibition front.

Following this great Canadian story, Paul Douglas stars in a tight little highland fling called "The Maggie", which has received both press and public acclaim in many situations. Gregory Peck adopts a completely new role in Mark Twain's story, "Man With a Million." It is comedy, and a role which richly deserves all Peck's talent.

"You Know What Sailors Are," a great comedy, stars Akim Tamiroff and Donald Sinden, who will be remembered for his fine role in "The Cruel Sea."

Said by the critics to be the finest racing picture ever to be made, "The Rainbow Jacket" was written by Academy Award winner, T. E. B. Clarke, and features such world-famous racetracks as Newmarket and Epsom. Following in the footsteps of "Genevieve," the best-selling novel "Doctor in the House" has been filmed, and acclaimed as funny as its predecessor; starring as the four mad medics are Donald Sinden, Dirk Bogarde, Kenneth ("Genevieve") More, and Donald Houston. Adventure in natural backgrounds is the key-note for "West of Zanzibar" starring Anthony Steel, and filmed in East Africa.

Jack Hawkins and Glynis Johns are teamed in the great adventure story of New Zealand called "The Seekers."

All the films mentioned above, with the exception of "The Kidnappers" and "The Maggie" are in Technicolor, and will be released through the summer months and early fall as the answer against summer doldrum business.



Les Preston, manager of the Capitol Theatre, St. Thomas, Ontario, promoted two full-page co-ops during the past month.

For Kiss Me Kate he sold space in the St. Thomas Times-Journal that gave merchants tie-in lines on the picture title. More than one-third of the page was devoted to a direct picture and theatre plug.

In conjunction with The Long, Long Trailer, Preston duplicated the feat and in addition got the local Mercury dealer to sponsor a coloring contest with a line drawing from the film production.

Nicky Langston made a successful launching of "The Maggie" at the Capitol, Hamilton, when the Argyle and Sutherland Highlanders paraded to the theatre with their pipe band in full dress uniform.

## NFB APPOINTMENT

The National Film Board has announced the appointment of W. Elmore Tufts as education officer. He will be stationed at headquarters in Ottawa. The position entails liaison with educational groups across the country with regard to the content of the Board's educational and informational films and filmstrips.

Tufts, who has been the Board's district representative at Saint John, New Brunswick, for the past year and a half, succeeds T. V. Adams, who has been appointed assistant chief of International Distribution.

He will also serve as secretary of the joint advisory committee of the National Film Board and the Canadian Education Association.

Before joining the Board, Mr. Tufts was a public school teacher in New Brunswick. He is a graduate of the University of New Brunswick.

## THE ATOMIC KID

Republic put the Mickey Rooney starrer, "The Atomic Kid", before the cameras on June 15th on location near Palmdale, California, with Leslie Martinson directing for associate producer Maurice Duke.

Elaine Davis (Mrs. Rooney) makes her acting debut in the feminine lead of the comedy. Also in the cast are Robert Strauss, Bill Goodwin and Whit Bissell with new assignments including Hal March and Peter Leeds.

## NEW 16 MM. WB MANAGER

Appointment of C. Ray Harnett as Canadian sales manager for Warner Bros.' 16 mm. division, effective June 21st, was announced by Haskell M. Masters, Warner Bros. general manager in Canada.

Born in Peterborough and educated in Ottawa, Mr. Harnett was affiliated with General Films Ltd. for three years in Regina, Kingston and Eastern Canada. He was connected with Associated Screen News in Montreal for eight years during which time he was assistant manager of that company's equipment division which handled Bell and Howell products. For two years, he was general manager for Telephoto Industries, Canadian outlet for Ampromotion picture equipment. From 1947 until joining Warner Bros., he has been president of Vocasound Ltd., an electronic equipment research and development company.



C. R. HARNETT

## COMPLAINT AND WRIT OF EVICTION

THE UNDERSIGNED

*Leon J. Bamkiger*  
Plaintiff

VS.

Ray Lewis,

Toronto, Ont., Canada.

Defendant

BEFORE

*Will U. Recover*

JUSTICE Soon As Possible

STATE OF AILMENTS ISS.  
On a (COUNTY) of ILLNESS

BE IT KNOWN: That the above signed on this Fifteenth day, of the Sixth month, have filed with the DEPARTMENT OF GOOD HEALTH, a COMPLAINT against your being in bed, on the grounds that it isn't right for you to be there because your presence is sadly missed and badly needed elsewhere!

MOREOVER: This writ is to advise you that the above signed have likewise obtained an EVICTION ORDER against your infirmities, regardless of whatever hold or claim they may have upon you, and action will be taken against them if they do not vacate your premises IMMEDIATELY! (If not sooner!)

FURTHERMORE: In case you do not heed this warning, you will be assessed further costs for doctors, medicines, loss of good times, etc., plus added unrest, compounded with sympathy and concern of friends until such time as you see fit and ARE FIT to vacate your present location. (In other words, scram outta there!)

PLEASE DO NOT DELAY! *Good luck and love - Leon.*



**2117 SATURATION BOOKING**  
**A MASS-RELEASE PRESENTATION**



# THE HOTTEST EXPLOITATION MOVIES

Ballyhoo unmatched in  
entertainment annals!

Across the nation

*(on top of the big blast in  
newspapers and magazines)*

the most powerful  
daytime-nighttime

TV and Radio

spot-time penetration ever  
pounded into the homes!

Super-promotion  
history for you and

**WARNER BROS.**

**"THEM!"** STARRING JAMES WHITMORE • EDMUND GWENN • JOAN WELDON • JAMES ARNESS



**INGS STARTING JUNE 15!!!**  
**ISEEN BEFORE IN THIS INDUSTRY!**



**A HORROR-HORDE OF  
CRAWL-AND-CRUSH  
GIANTS CLAWING UP  
OUT OF THE EARTH'S  
STEAMING DEPTHS!**

"This city is under  
martial law till we  
annihilate THEM!"



**ATION**

**ON PICTURE OF OUR TIME!**

WITH  
ON SLOW STEVENS • SEAN McCLORY • CHRIS DRAKE • Screen Play by TED SHERDEMAN  
Music by Bronislau Kaper • Produced by DAVID WEISBART • Directed by GORDON DOUGLAS





## Chatter . . . that could matter!

By MAX CHIC

New *LIGHT* was thrown on the proposed *STONE* building for *Paramount* . . . it will be erected at Gerrard and Church, Toronto . . . *Haskell Masters* reports that news from *WB Studios* are glowing and glittering when mentioning "A Star Is Born" . . . Thanks *Herb Whitaker* for crediting *Hye Bossin* to the *Digest* in your column last week.

*Columbia* has gone and done it again . . . we refer of course to "The Caine Mutiny" which we saw last week . . . *Morris Stein* says he *FLEED* and *TRAINED* to the Maritimes for a short visit.

*Dan Krendel's Pioneer Golf Tournament Committee* got off to an enthusiastic start last Monday . . . Plans overheard, guarantee an afternoon and evening of outstanding entertainment . . . his committee; Tournament, *Dawson Exley* and *Al Troyer*; Dinner, *Fergus Martin*; Out of Town, *Irving Stern* and *Morris Diamond*; Tickets, *Joe Bermac*, *Tom Knight* and *George Altman*; Prizes, *Al Perley*, *Andy Rouse* and *Ron Taylor*; Publicity, yours truly; Trophys, *Cecil Black*; Entertainment, *Monty Hall*.

*Sam Glasier* has led me a merry chase again, this time through *Fox's* "Garden of Evil" . . . this after "River Of No Return" . . . the inseparable twins were at the *Famous Players Picnic* . . . *Bloom* and *Fine* . . . *Larry Stephens* told me about the Showmanship Contest for *FPC* managers on *IFD's* "Hobson's Choice."

*Mrs. Spooner*, wife of *Bill Spooner*, *Pola-Lite* expert, had a taste of *Famous Players* hospitality at their Annual Picnic . . . *Pat Shea* presented her with a cutout baby, diapers and all . . . the *Imperial*, *Montreal* will show *CinemaScope*, second run, shortly.

The Event Of The Week . . . *Famous Players*, Head Office Annual Picnic at *St. Andrew's Golf Club* . . . and *J. J. Fitzgibbons* and *Reuben Bolstad* joining the fun, including the bow and arrow contest, with *J. J.* almost scoring a bulls-eye!

## TRADE headlines



Twenty additional Argentine film theatres sign up for 3-D as a result of *WB's* "House of Wax" grosses in 3-D.

"Cinerama Holiday", produced by *Louis de Rochemont*, will be ready for release in some Cinerama outlets by September.

*United Artists* sets 29 Features for its 1956 schedule and continues its present rate of 4 releases per month.

*Twentieth Century-Fox's* "The Advancing Techniques of CinemaScope" will be presented in 32 exchange cities in the U.S., as well as all 6 exchange centres in Canada.

*RKO's* "Son of Sinbad" will be released in Superscope, it was announced at a New Orleans *RKO* sales meeting, with "The Conqueror", produced by *Dick Powell*, in CinemaScope.

*VistaVision* demonstrations in London, Paris and Rome with *Paramount* President *Barney Balaban* as host, receives enthusiastic reception.

*John Davis*, managing-director of *JARO*, states that 1/2 of *Rank's* grosses come from overseas.

*Oscar Morgan*, *Paramount's* General Sales Manager, in charge of short subjects, newsreels and special features, announces plans to make 20 to 30 minute subject in *VistaVision*.

*Allied Artists* will make 40 films next year as against the 20 scheduled for 1954, *Steve Broidy* announced last week.

A 200-car Drive-In, the first for Europe, will open this summer just outside of Rome, *Italian Films Export* reports.

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## Paramount Sets 15 For VistaVision

An all-VistaVision schedule of important productions which will maintain Paramount at a consistent activity level during the balance of this year was announced last week by the studio.

A total of 15 pictures, including two currently in work, was revealed. All concentrate on powerful combinations of top stars, producers and directors, and outstanding over-all quality ingredients.

Starting dates are set for the forthcoming productions, virtually all of which will be in Technicolor. VistaVision cameras are fast being made available so that the entire schedule will be filmed in the new medium, now acclaimed in exhibitor and press demonstrations in various sections of the U.S. and Canada and soon to be shown in demonstrations around the world.

"Strategic Air Command," James Stewart-June Allyson starrer in Technicolor, directed by Anthony Mann, is now in final stages of production.

Now on location in Colorado is "Run For Cover," in Technicolor starring James Cagney.

Three productions in Technicolor were launched in June. They are: "To Catch a Thief," with Alfred Hitchcock producing and directing on the story's actual French locale; "Love Is a Weapon," "We're No Angels," from the sensational French stage comedy hit, to be directed by Michael Curtiz and combining the acting talents of Humphrey Bogart, Joan Bennett, Aldo Ray, Peter Ustinov and Basil Rathbone.

This active pace will continue with the following Technicolor productions: "Blue Horizons," the big-scale story of the historic Lewis and Clark expedition, Bob Hope's next comedy, as yet untitled, Danny Kaye's "The Court Jester," and "Lucy Gallant."

Keeping production rolling uninterrupted at a high level will be these additional important projects in active preparation for fall and late 1954 shooting in Technicolor: Martin and Lewis in "You're Never Too Young," Cecil B. DeMille's "The Ten Commandments," and "The Vagabond King," starring Kathryn Grayson.

The fall production slate of important properties also includes Hal Wallis' filmization of "Rose Tattoo, Tennessee Williams' Broadway dramatic hit.

Later this year producer-director William Wyler will place before the camera "The Desperate Hours," the just-purchased suspense novel by Joseph Hayes.

Also in preparation for later this year is another Cary Grant starring picture to be produced and directed by Alfred Hitchcock.

## LORNE GREENE

Lorne Greene, Canadian stage and radio star, has been set for the role of Peter the Apostle in Warner Bros.' CinemaScope production of "The Silver Chalice," produced and directed by Victor Saville.

Greene was Katharine Cornell's leading man in "The Prescott Proposals" on Broadway.

## VANCOUVER NEWS

By JACK DROY

Here from Toronto were Hilly Cass, MGM general manager and Murray Briskin, sales manager of Audio Pictures, conferring with their B.C. managers.

Ivan Ackery, Orpheum manager is playing so many adult only pictures lately, that he is moving his Saturday kiddie cartoon shows over to the Strand and Capitol, downtown FPC theatres.

Dick Letts of the Strand, is doing a publicity job for his engagement of "Them." Covered the town with window cards and one-sheets and handed out 5,000 teaser cards in the downtown section.

Two FPC suburban houses in Vancouver, the Stanley and Broadway, have installed CinemaScope.

Two British pictures, "Kidnappers" and "The Maggie", are the brightest spots in town, playing their 7th and 4th weeks.

Len Keen has replaced John Hamill as student manager at the Odeon-Vogue. Hamill was transferred to the new Odeon theatre at Edmonton.

Victor Toombe of the Capitol, added a musical revue for the opening of "Johnny Guitar" and dressed his female staff in "Johnny Guitar" britches a week before his opening.



Nurses formerly stationed in Rome were interviewed for re-broadcasting over CKEY, Toronto, on the opening day of Fox's "Three Coins In The Fountain," at Russ McKibbin's Imperial Theatre.

## Digest of Trade Press Reviews



### DIAL FOR MURDER

WARNER BROS.

WarnerColor

Mystery — 105 Minutes

Stars: Ray Milland, Grace Kelly, Robert Cummings.

Producer: Alfred Hitchcock.

Director: Alfred Hitchcock.

Film Daily: "... a solid emotional impact ..."

Exhibitor: "... top grade ... should register in the better grosses ..."

Boxoffice: "... will have audiences on the edges of their seats ..."

Showmen's Trade Review: "... should bring in exceptional returns, for it is another Alfred Hitchcock thriller ..."

Motion Picture Herald: "... Tight, Taut, Tingling ..."

### MAN WITH A MILLION

("The Million Pound Note")

JARO

Technicolor

Comedy — 90 Minutes

Stars: Gregory Peck, Jane Griffiths, Ronald Squire.

Producer: John Bryan.

Director: Ronald Reame.

Variety: "... screen satire ... wide spread exhibition ..."

Motion Picture Herald: "... rates with the funniest the British have sent ..."

Harrison's Reports: "... Keep one chuckling throughout ..."

Showmen's Trade Review: "... all the necessary ingredients to insure a highly diverting 90 minutes"

Exhibitor: "... direction and production in the better class ..."



## CAPITAL STORY

By BILL McLAUGHLIN

The Department of Public Recreation has been holding classes of instructions on the operation and care of movie projectors at several of the city's Community Centre auditoriums. Those attending will be in charge of playground movie program during the months of July and

August. Movies will be shown once a week at the playgrounds, with the programs being made possible through the co-operation of the National Film Board. Just another headache for the movie theatre manager, especially in the neighborhood areas where daylight sav-

ing time has already slowed down attendances at early evening shows.

Donat Paquin, well-known Hull and Ottawa business man and theatre operator, entered golf's Hall of Fame by making a hole-in one with a "dream" shot on the seventh hole at the Rivermead Golf Club. It was Donat's first ace of his golfing career and he did the trick with a No. 5 iron on the 145-yard par 3 hole.

## Ray Presents

(Continued from Page 3)

est he has ever experienced in a special subject of this kind, and those who have seen the films report they are terrific. If you heard the fight over the radio, or saw the newspaper accounts the next day, you know that it was, as the English would say, "A bloody mess." What a pity the films are not in color, so all that claret which flowed so freely could be seen in its natural ruddy hue. At any rate, U.A. has a box-office winner in the Marciano-Charles Fight Pictures, and are really cashing in on all the favorable publicity the fight received.

Harvey Harnick of Columbia finally broke down last week, and allowed a selected few of the Trade and Press to see a special screening of "The Caine Mutiny," which opened last week at the Capitol, New York, to record-breaking crowds. All reports I have heard seem to indicate that Columbia has another "From Here To Eternity," only more so.

ON Monday of this week, Odeon Theatres and the J. Arthur Rank Organization held their annual Golf Tournament at St. Andrews Golf Club in Toronto. At this writing, the results of the tournament are not available, but we will have them for you in next week's issue of The Digest.

Incidentally, talking about the J. Arthur Rank Organization word reached The Digest this week from "a usually reliable source" that a deal has just been made in England between Mr. Barney Balaban, President of Paramount Pictures, and Mr. J. Arthur Rank, head of JARO, where all top Rank productions in the future will be filmed in the new VistaVision process. I have not been able to confirm this deal as we go to press, but if it is a fact, then the ramifications of such a deal are most interesting. More on this, next week, also.



Use This Information As Your Guide on Release Dates

### TORONTO

#### IMPERIAL

Third week. 3 Coins In The Fountain (20th-Fox) CinemaScope & Technicolor with Clifton Webb.

#### SHEA'S

Second week. Them (WB) with Edmund Gwenn.

#### UNIVERSITY & EGLINTON

Make Haste To Live (E-U) with Dorothy McGuire.

#### NORTOWN

Flame And The Flesh (MGM) Technicolor with Lana Turner.

#### ODEON-CARLTON

Second Week. The Long Walk (UA) with Anthony Quinn.

#### UPTOWN

Witness To Murder (UA) with Barbara Stanwyck.

#### LOEW'S

Second week. The Student Prince (MGM) CinemaScope and Color with Ann Blyth.

#### HYLAND & CHRISTIE

Eleventh week. The Kidnappers (JARO) with Vincent Winter.

#### TOWNE CINEMA

Fourth week. Marlag O (IFD) with Anthony Steel.

#### INTERNATIONAL CINEMA

Seventeenth week. Hobson's Choice (IFD) with Charles Laughton.

#### DOWNTOWN

Riding Shotgun (WB) WarnerColor and Killers From Space (RKO)

### MONTREAL

#### PALACE

Second week. Prince Vallant (20th-Fox) CinemaScope and Technicolor with James Mason.

#### LOEW'S

Second week. Flame And The Flesh (MGM) Technicolor with Lana Turner.

#### PRINCESS

Them (WB) with Edmund Gwenn.

#### CAPITOL

Decameron Nights (RKO) Technicolor with Joan Fontaine.

#### IMPERIAL

Riding Shotgun (WB) WarnerColor with Wayne Morris.

#### ORPHEUM

Along Came Jones (Alliance) and Belle Of The Yukon (Alliance) Technicolor.

#### KENT

Twelfth week. The Kidnappers (JARO) with Vincent Winter.

#### AVENUE

Second week. Personal Affair (JARO) with Glynis Johns.

#### ALOUETTE

Le Bédiant De Minuit and Mademoiselle S'Amuse.

#### SEVILLE-SNOWDON-OUTREMONT

Hans Christian Andersen (RKO) Technicolor with Danny Kaye.

### WINNIPEG

#### CAPITOL

River of No Return (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

#### LYCEUM

Public Enemy (WB) and Little Caesar (WB).

#### MET

Flame And The Flesh (MGM) Technicolor with Lana Turner.

#### ODEON

The Love Lottery (JARO) Technicolor with David Niven.

#### GARRICK

The Maze (AA) and Jack Slade (AA).

#### GAIETY

Third week. The Living Desert (RKO) Technicolor.

#### OSBOURNE CINEMA

Il Travatore (Alliance).

#### DOMINION

Wicked Woman (UA) and Sea Of Lost Ships (E-U).

### VANCOUVER

#### CAPITOL

Johnny Guitar (E-U) Trucolor with Joan Crawford.

#### ORPHEUM

Dial M For Murder (WB) WarnerColor with Ray Milland.

#### STRAND

Them (WB) with Edmund Gwenn.

#### STUDIO

Tenth week. Hobson's Choice (IFD) with Charles Laughton.

#### VOGUE

Second week. New Faces (20th-Fox) CinemaScope and Technicolor with Eartha Kitt.

#### PLAZA

Drums Across The River (E-U) Technicolor and Terror Street (Lippert).

#### DUNBAR

Seventh week. The Kidnappers (JARO) with Vincent Winter.

#### VARSITY

Fourth week. The Maggie (JARO) with Paul Douglas.

#### INTERNATIONAL CINEMA

Casanova Brown (Alliance) and Tomorrow Is Forever (Alliance).

### CALGARY

#### CAPITOL

River Of No Return (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

#### GRAND

The Long Walk (UA) with Anthony Quinn.

#### PALACE

Flame And The Flesh (MGM) Technicolor with Lana Turner.

#### UPTOWN

Phantom Of The Rue Morgue (WB) WarnerColor with Karl Malden.

#### STRAN

Geraldine (E-U) with John Carroll.

### SAINT JOHN

#### PARAMOUNT

Dial M For Murder (WB) WarnerColor with Ray Milland.

#### CAPITOL

Three Young Texans (20th-Fox) Technicolor with Miltz Gaynor.

#### STRAND

The Long Walk (UA) with Anthony Quinn.